Just Think-Less Than 3%!

Total Administration, Sales and Advertising Expense on REO cars

DID YOU READ THAT statement in a recent Reo ad to the effect that "the total administration, sales and advertising expense of the Reo Motor Car Company is less than three per cent?"

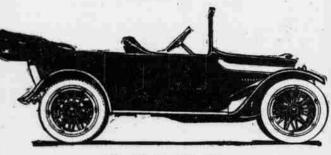
DID YOU ANALYZE IT? Did you make from that analysis a deduction that was not only surprising but of vital import to you?

IF YOU DIDN'T, just consider the matter now. Just think what that efficient management; that low "overhead" means to you as a buyer."

ALL MAKERS TELL YOU in their ads of the great value they give you in their cars. Those are statements-worth face value unless you know the inside of their business and know it cannot

The New REO

The Incomparable Four



\$1050

F. O. B. Lansing, Mich.

WE DO NOT SAY it isn't true-we say that if you knew certain things you might know that it

WHEN WE TELL YOU the above fact about the Reo company we have stated something from you may make your own deduction and find that it is possible for the Reo company, under those conditions to give the buyer of a Reo car a greater percentage of actual car-value for his every dollar than he can hope to obtain not only in any other automobile, but in almost any other

AND THAT IS JUST WHAT we do give. Reo cars occupy a place that is unique among automobiles. Not only are they made in a factory where lighting, sanitary and other conditions under which men work are ideal, but the Reo plants are se advanced in machinery equipment, they are called the "Model Automobile Factories" by men

MACHINE TOOL MAKERS know that if they can show greater accuracy, and more economy of production in any new machine they can get it in the Reo plant for a tryout,

AND IT'S AN ADAGE in that business "if it makes good in the Reo plant you can't make enough of them"—for every other automobile concern will

SO YOU SEE REO CARS are made under ideal conditions. It stands to reason that the quality and the value is in the car. That you have always

ADD TO THAT THE FACT above stated-that the sales expense is so low as to be almost unbe-lievable to men in so called "staple" lines of trade, and you have the other reason for the wonderful

YOU KNOW OF COURSE that, never since the first Reo was made has it been possible to make enough cars to supply all who wanted Ress. And that this year, while other cars-and good ones too-go a begging for orders, the demand for Reos has broken all records—it is four times the capacity of the plants today.

AND YOU'VE WONDERED doubtless at that tremendous demand for this car

WELL THE REASON IS HERE-in those two facts. A car made by the most advanced methods in an ideal plant, by American workmen, 90 per cent, of whom own their own homes-and an administration and sales expense so low it makes possible values that are impossible in any other car save

IF YOU HAVEN'T placed your order for your Reo do it at once. Only way to be sure of getting one at all is to order now-and if your order comes at once we can take care of you and give you a definite date for delivery.

FRISBIE & PECKHAM NORWICH, CONN.

Agents for New London and Windham

Counties



THE DEL-HOFF

European Plan Rates 75 cents per day and up. HAYES BROTHERS. aphone 1227. ... 26-28 Broadway Wedding and Engagement RINGS

in great variety at THE WM. FRISWELL CO. 25 and 27 Franklin Street

ECHOES FROM THE LODGE ROOM

Woodmen of the World Have 5,242 Members in Connecticut -G. A. R. Posts Now Have 2,401 Members-Moose Supreme Convention Will be in San Diego-Golden Cross Will Establish State Memorial Day.

the Grand Army of the Republic, held in New Britain on Thursday, Depart-ment Commander Frederick V. Street-er of Stanley Post, No. 11, of New Britain the presiding officer in his re-port spoke of visits which he had made the past year in different parts of the state and also spoke of the national encampment held in Detroit, referring especially to the Boy Scouts of that city who were everywhere present, ready to assist the comrades of the G. A. R. In this address Commander said in part:

said in part:

"It gives me great pleasure to welcome you to my home city, as we assemble here to open the 48th annual encampment of the Connecticut G. A. R. On receiving the gavel of the office a year ago, I realized the confidence you had manifested in placing me at the head of the department; also the great responsibilities devolving therein. I have devoted a large portion of my time and given earnest portion of my time and given earnest hought to your interest and welfare. thought to your interest and welfare. There has nothing arisen to disturb the unity of feeling in the department, or deviate us from our purpose. The officers have filled their various positions with dignity and decision, and with my staff have responded cheerfully to the many calls from all parts of the state to visit G. A. R. posts, where we were received most cordially. I wish to thank all my comrades who I wish to thank all my comrades who have been associated with me for the efficient help they have rendered, es-pecially the great assistance I re-ceived from my assistant adjutant and

ceived from my assistant adjutant and assistant quartermaster general, Albert A. May. The year has been full of delightful recoinneter and I feel we have been able to elicit the very best there was in it all.'

Commander Streeter told of visits made to posts in different parts of the state where the general conditions were fair and in some instances beyond his expectations.

yond his expectations.
"It has been the desire of your com-mander," he said "to become acquainted with the comrades, take them by the hand giving words of encourage-ment, in and out of the posts." Visits also were made to the Soldiers Home at Noroton and the Cromwell Home. Of the latter he said: "Much credit is due the W. R. C. for sustaining such a home, where veterans and their

wives may be together in declining years of life."

His report on the four auxiliaries to the G. A. R. the Women's Relief Corps, the Daughters of Veterans, the Ladies of the G. A. R., and the Sons of Veterans was given Representatives of erans was given. Representatives of the Daughters of Veterans are in con-vention in this city today. The Con-necticut department of the Daughters necticut department of the Daughters of Veterans are in convention in junior O. U. A. M., hall on Arch street. The ladies of the G. A. R. are assembled in convention in Senior O. U. A. M. hall. The Sons of Veterans are in convention in Judd's hall. Commander Streeter also reported the exchange of courtesies with the Spanish war veterans. var veterans.

The commander gave a report of the national encampment held in Detroit.
"A feature of the encampment," he "A feature of the encampment," he said, "was about a thousand Boy Scouts in uniform who were everywhere present, ready to assist com-

SOCIAL CORNER.

(Continued from Page Fourteen) han what the grocer sells as cracked . You would be surprised to the rich, nutty flavor it has. I

soak it over night and then there is enough to chew and bran seems to me If you make bran bread just try to get some wheat ground somewhere, not into flour, but only half way, so you can still pick up the pieces, soak it and make these gems, and see if you don't like it much better.

POINSETTIA.

GREETINGS FROM VIOLET. Dear Social Corner Friends: It has been a long time since I have written, but I haven't forgotten you, for I en-joy reading your letters in the Social

Corner each week.

Aunt Hester: Your card was received and I was glad to hear you were reand I was glad to hear you were regaining your health.

What a severe enowstorm we had April 4. The snow in some places dufted so a team could not pass through the drifts.

Ilello, Old Glory! How are you?

Well, I hope.

L. T. H.: Tried to get you over phone while visiting me, but couldn't get you, so guess you were away.

J. E. T.: Have you moved? If so, where? And do you still have a phone? My mother tried to get you the day you called me, but no one answered.

Aunt Abbie: When did you say the next meeting of Club No. 2 was to be? I hope to be able to attend that one. With best wishes to all.

AUNT JERUSHA CHATS.

VIOLET.

Dear Social Corner Sisters and Editor: It has been over a year since I wrote, but on reading of the fifth anni-versary it made me feel as if I might say a few words.

I see at the Club No. 1 in Willimantic there were fifteen met. I should have liked to have been one of the rumber, as I know Who is Who? Am sequainted with some of the Sisters who were there who were there.

Hello, Wandering Jew! How art thou? It is a long time since we met, but, I guess I am right in the person. Say, how is your brother-in-law, C. W. T.? Am I right? Hepe he is on the read to recovery.

W. T.? Am I right? Hope he is on the road to recovery.
Have not seen C. E. S. for some time. Glad she had a good time at the club. Wonder where C. of C. has gone to? Don't see letters from her lately. Miss lots of the old ones, Blue Bells of Scotlana and some of the Ma's. Probably they have lost teeth and their hair has turned gray, like lots of the rest of us. Cld age is creeping on us—it has got to come! Once a man, twice a child. How often we see someone in their

AUNT JERUSHA.

GRAND ARMY OF THE REPUBLIC. rades of the G. A. R. One splendid fellow carried the flag for the Connecticut comrades in line of parade. The city sener Commander Frederick V. Street. for the entertainment of the G. A. R.

cout commissioner, for furnishing the Boy Scouts, whom you saw on arriv-ing in the city. The great assistance endered by them in Detroit gave to me thoughts of similar attention to friends coming to our state encamp-ment, hence the able demonstrations of their work given here at this time. In conclusion he said, "I wish to ex

press to you my sincere appreciation of the many courtesies extended to me throughout the department.

"This year has brought me the greatest pleasure, by being thus associated with you, and will be one of the very choicest among the reminiscences of my life.
"May we be permitted to gather or many such occasions, demonstrating

the loyalty to our department and re-new within us the principles for which we stand." As assistant adjutant-general Com-rade Albert A. May gave figures as follows: Members in good standing De-cember 31, 1913 2,605

2.637 236 Total loss

Sained by reinstatement 8 Total gain

Remaining in good standing De-cember 31, 1914 2,401 As assistant quartermaster-general Comrade May gave total receipts as \$4,476.56 and disbursements as \$4,129.34 and assets as \$3,162.93.

KNIGHTS OF COLUMBUS. A well attended meeting of White Cross council, No. 13, K. of C., was held Friday evening with Grand Knight J. Edward Driscoll presiding. The first degree of the order was con-ferred upon a class of seven candidates in a most impressive manner by the degree team of the council. The committee which had in charge the recent reception and ball made a par-tial report, which was sufficiently com-plete to indicate that it was a financial success as well as one of the most pleasing functions ever conducted by

makes it necessary that he should visit all sections of the country, as well as Canada, Mexico, and wherever a council has been established, and his experiences in these official visits.

MODERN WOODMEN an interesting part of the records of the order. The local council will give

he council. the promotion of educational work amongst the members of the order o that end, several years ago, lecture bureaus were organized in every state in the Union where a branch of the order had been established. Here, in Connecticut, the work has been in charge of Rev. W. A. Keefe of Plain-field, and through his efforts the tenets of Columbianism have been presented to the people of the state, by his work on the lecture platform, which during the past two years has taken him to every part of Connecticut where a Knights of Columbus council exists.

Educational Works Published. But the educational campaign which was inaugurated did not consist of lectures, alone, but was supplemented by the publication and distribution of books that were highly educational in character and which were offered the members at a merely nomin price. Amongst the books thus pub price. Amongst the books thus pub-lished, were Dr. Walsh's "Popes and Science" and "The Thirteenth, the Greatest of Centuries", each of which publications had a circulation amongst the members of nearly 40,000 copies.

The Catholic Encyclopedia. The latest contribution to this educational work is a Knights of Columbus edition of "The Catholic Encyclopedia" and the editors and directors of this great work have published a special edition under the auspices of the Knights of Columbus, to be sold to and through them and their friends. In describing this publication, an eminent French publicist, George Goyau, has said: "Thus, well into the 20th century, are launched intellectual undertakings which recall the period when all Christendom united, combined and marshalled its forces for the defence of the Faith: and the Nation which is the starting point for this undertaking is the youngest swore undertaking is the youngest among great modern Nations, From one shore of the Atlantic to the other its call of invitation has been heard, and, as former times beheld the assembling of the military forces of Christendom, so our own day, has seen assembled to erect this edifice in homage to the Church, most of the intellectual forces which the Church has at her disposal hroughout the world.'

Glad she had a good time at the club. Wonder where C. of C. has gone to? Don't see letters from her lately. Miss lots of the old ones, Blue Bells of Scotland and some of the Ma's. Probably they have lost teeth and their hair has turned gray, like lots of the rest of us. Gld age is creeping on us—it has got to come! Once a man, twice a child. How often we see someone in their second childhood.

When I was young I would see an old man or woman. I would think well my father and mother won't look like that, I know. Well, mother did not, as she went beyond while in her 39th year. But father did reach it. We can't tell what is before us, and it is well we cannot.

Well, I hope L. H. K. is well, and that Floradora is improving.

Roxanna Wince: Are you making rigs this winter as you usually de?

I have been working on a quilt. Hope to get it done hefore it gets warm enough to clean house.

Hope this year will be the most prosperous one for the brothers and sisters.

AUNT JERUSHA. Connecticut District Assigned.



use Resinol

The moment that Resinol Ointment touches itching skin the itching stops and healing begins. That is why doctors have prescribed it successfully for twenty years in even the severest cases of eczema, ringworm, rashes, and many other tormenting, disfiguring skin diseases. Aided by warm baths with Resinol Soap, Resinol Ointment makes a sick skin or scalp perfectly healthy, quickly, easily and at little cost.

Resinol contains nothing of a harsh er injurious nature and can be used freely even on the tenderest or most irritated surface. Every druggist sells Resinol Ointment and Resinol Soap. For trial free, write to Dept. 1-S, Resinol, Baltimore, Md.

Grand Commander William A. Dobso appointed the new board of grand trustees a committee to make arrange-ments. The following officers were elected at the afternoon session:

Grand Commander—William A. Dobson, Hartford.
Grand Vice-Commander—Mrs. Lillie E. Morris, Danbury, Grand Prelate—Mrs. Mary S. Ben-ham, Waterville.

OWLS.

Minnie T. Valette, Noank.

At the regular weekly business meeting of Norwich Nest No. 1396 on Tuesday evening the entertainment committee reported that the final of the series of whists held this winter took place in the hall on Friday even ing last. It proved very successful as did also the remainder of the series. Routine matters were transacted at the meeting which was largely attended.

ODD FELLOWS. Friday evening the whist conducted Announcement was made that the council was to receive an official visit from James A. Flaherty, supreme the of the order, on Friday even-the order, on Fr Announcement was made

Announcement was made

council was to receive an official visit
from James A. Flaherty, supreme
knight of the order, on Friday evening, April 23, and a special meeting of
the council will be held on that evening at 7.30 to receive Supreme Knight
Flaherty. This will be the first time
Flaherty. This will be the first time
since the council was instituted that a
since the council

since the council was instituted that a supreme knight of the order has ever visited the council and the members feel highly honored that they are to have the privilege of having him at one of their meetings.

Supreme Knight Flaherty is recognized as an eloquent and forceful speaker. The duties of his official position, as the head of an expanization as the head of an expanization. sition, as the head of an organization day evening only routine matters were which today numbers 330,000 members, transacted. The attendance was fair

DAUGHTERS OF VETERANS.

Mrs. Maud Ford of Milford, elected president at the sixth annual conven-tion of the Connecticut department of the Daughters of Veterans held in New Britain on Thursday, has announced her appointments as follows: Secre-tary, Mrs. McVey Stewart of Bridge-port; guide, Mrs. Adelaide W. West of New London; guard, Mrs. Ruby Rogers New London; guard, Mrs. Ruby Rogers of Milford; assistant guard, Mrs. Frost of Hartford; musician, Miss Mildred Tibbler of Milford; first color bearer, Mrs. Ella Bellamy of New London; second color bearer, Mrs. Sarah Bailey of Mystic; third color bearer, Mrs. Griswold of Hartford; fourth color bearer, Mrs. Merts Morgan of Essex.

DEGREE OF POCAHONTAS. routine of business was transacted and new business was introduced. On April 26 the council will hold a whist. Sebequonash council is in a very prosperous condition and there is a sub-stantial sum in the treasury.

UNITED WORKMEN.

WOODMEN OF THE WORLD. The second biennial convention The second biennial convention of

the head grove of Connecticut and Rhode Island, Woodmen's circle was also held and elected the following



Lean Fresh Cut Pork Chops Sugar Cured Corned Beef ... 7 Fresh Beef Liver

Grand Keeper of Records—Herbert V. Adams, Hartford. Grand Treasurer — C. D. Sharpe,

Grand Herald-Cyrus Avery, Gro-Grand Warden Inner Gate—Mrs. Katherine I. Earl, Waterbury. Grand Warder Outer Gate—Mrs.

meet earlier than any supreme con-vention of the order has ever met. The

About 150 were present at the smoker and social evening held by the order. The local council will give him a most cordial reception on the occasion of his visit next Friday evening in their new rooms in Eagles' hall, main street. Thomas J. Broderick ing and hope that he will receive a favorable impression of the work of well rendered programme was as followed. well rendered programme was as fol One of the greatest purposes of the order of the Knights of Columbus is the promotion of educational work Ralph E. Johnson of Lincoln, Neb.; solo, Frank Racine; address, District Deputy Baldwin of Providence, R. I., who made his first official visit, and also presented to Past Banker John D. Biggs a beautiful emblem of the order appropriately engraved; feats of magic by Prof. W. J. Banfield, who was as clever and mystifying as ever; address, National Lecturer Edward F. Burns of Newark, N. J.; duet, Messrs. Campbell and Racine, accompanied by James F. Drew. The committee comprised William J. Banfield, Arthur F. Campbell and Rob-

Among the many who attended the social hop at Everett R. Moore's Saturday evening were Harold Hall and family of Coventry, Ellis Blake Bennis of Forster, Charles L. Hall of Providence and Irvin Hargraves, William Healy and Silas Moore of Spring

Green. A very enjoyable time is re-ported, notwithstanding the stormy Sebequonash council, No. 11, held their regular meeting on Monday even-ing with a large attendance. The usual

A special meeting of the grand lodge of Connecticut was held last Thursday at Pyramid hall, New Haven. The representatives of subordinate lodges were present in large numbers to de-cide on reinsuring the members of the grand lodge of New York by the grand lodge of Connecticut. Monday morn-ing the grand lodge of New York will convene and act upon the decisions rendered at the previous meeting of the Connecticut grand lodge.

Several prominent officers of the order were present, including Supreme Master Workman Will M. Narvis.

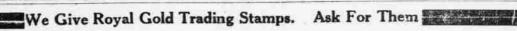
the head camp of Connecticut, Wood men of the World, comprising the states of Connecticut and Rhode Island, was held in Hartford on Tues-day. The camp has a membership in Connecticut of 5,242 and 532 in Rhode

ment, in Conecticut, is practically assured.

GOLDEN CROSS.

GOLDEN CROSS.

The Grand commandery of Connecticut, United Order of the Golden Cross, in twenty-seventh annual convention at Grand Army hall, Hartford, decided Tuesday afternoon to establish a state memorial day, and ford; grand inner sentinel, Emma Wil-



SPECIAL PRICES FOR SATURDAY

8 to 11-3 to 6

Fresh Lean Pork Loins.... Genuine Lamb Fores..... Heavy Fat Salt Pork.....

Boneless Rib Rolls...... Morrell's Breakfast Bacon..

Corned

Armour's Star Hams, small Fancy Round Steak Fancy Rib Roast..... Armour's Star Sliced Ham.

Sugar Cured Smoked Shoulders Little Pig Fresh Shoulders. T Z | Mixed Salt Pork.....

Germam Frankfurters 3 HOUR SALE Hamburg Steak 3 qts. Sauerkraut FREE Fancy Shoulder Steak FANCY CORNED

Spareribs 10c value 51c Bull Head Catsup... Iona Pears, No. 2... Native Pork 18c, lb 10c Quaker Oats

BEST MAINE

Laundry Starch, 2 lbs

Pretzels, lb.....

A&P Squash, can...

Lamb for stewing

Potatoes a 17c per 65c

Free Delivery

Klebed, Sharon; supreme de Elizabeth Garvin, New Haven.

ley, Waterbury; grand outer sentinel,

MOOSE.

Secretary Frank B. Hazard of Nor-wich, Conn., lodge No. 950, is prepar-

ing his quarterly report which is due

this month. The April reports are es-pecially important for the reason that

they mark the close of the fiscal year

made by the Supreme secretary's of-

RICHMOND

Who Attended Social Hop.

Mr. and Mrs. Edwin Smith made

trip to Peacedale Tuesday. Samuel Holloway, at one time a resident of Richmond, died in Providence

Mrs. Leonard Joslin remains in

Mr. and Mrs. Joseph Kenyon have returned from Wickford, assisting Mrs. Amy S. Weaver on her farm, Leon Howard of Kenyon was in

Joshua Boss and son Charlie called on Everett R. Moore recently. William Ray is visiting at Edwin

William Wright of East Greenwich

and friend, of Thornton, enjoyed a day

fishing in this vicinity recently. They

Attended Dance.

Make Him Glad He's Dead.

report a fairly good catch,

Cuesday.

Smith's.

Times.

ritical condition.

135 Main Street

California Seedless

Large Size, dozen

25c

Telephone 29-4

We Give Royal Gold Trading Stamps. Ask For Them USQUEPAUGH

Cow Dies from Overeating-Death of Sharley, Bridgeport; Carrie , Sharon; supreme delegate, Randall Hoxie of Ghent, N. Y. Dr. and Mrs. Kenyon and Fred Smith

of Wyoming motored to Providence
Wechesday on a business trip.
Mrs. E. L. Lumans is housekeeper
for J. C. Webster.
Kev. C. H. Palmer lost a valuable
cow last Sunday. She got into corn
and the about two bushels. Webster was a caller at Hope for the subordinate lodges. It is upon these reports that the tabulations L'ey Tuesday.

J. S. Lamond was in Westerly Mon-

A W. Kenyon is very ill.

fice for the annual report to the su-preme convention must be made. This Randall Hoxie Dead. year's supreme convention is called to Relatives of Randall Hoxie of Ghent, N. Y., received a telegram Monday an-nouncing his death. He was born and call has gone out for July 19, at San Diego, Calif. The convention of 1915 will be held under most favorable cirreared about two miles from this village, son of the late John Hoxie, He went to New York state when a young man, married and settled near Ghent. cumstances and unless all signs fail it He has two brothers and one sister liv retary is anxious to co-operate with the officers of every subordinate lodge are. Hattie Holgate is at her home he.e after a week or two spent at Waite's Corner caring for Mrs. Sherin the order to make as smooth and

delegates, past dictators or members man.
to San Diego. Miss Carmen Andrews of Slocum spent last Friday with Mrs. E. E. Ken-

Washington County, R. I. WEEKAPAUG Robinson Cottage Leased for the Sea-Fishermen Satisfied with Catch-Those

son-Personal Briefs. George H. Noyes is suffering with a severe cold and throat trouble. Mr. and Mrs. Smithers of Provi-dence were here Sunday and rented the Robinson cottage for the summer Elmer Macomber, who is employed in New Haven at the Winchester Fire Arms, company, was at his home here

Sunday.

G. M. Gladwin of Hartford is a guest at the Macomber farm for a few days.
William A. Wilcox and daughter and Mrs. Sweet of Providence were call ers in this vicinity, Sunday.

A number from this way attended the Pomona grange at Avondale Tues-Mrs. Hattle Joslin and daughter Dorothy, of Providence, are visiting the former's sister, Mrs. Jeanetta L. Donald Dunn a student at Bosto

Institute of Technology, arrived at the Macomber farm Friday, where he will spend his spring vacation. Abolish Secret Diplomacy. In protesting against the making of war by secret understandings of cabinets, in which the nation cannot be consulted the Independent Labor party of England is fully justified. The fetish of secret diplomatic bar-gains must go if there is to be lasting

peace. But just now is a bad time to swap horses.—New York World. Should Look Up the Exits. Now that he has been picked for provisional president, Senor An-geles is doubtless wondering what his old chum Villa, has against him, What do you suppose the late his old chum Villa, has ag King Edward would have thought of a dry England?—Pittsburgh Gazette-

Overhauling and Repair Work

of all kinds on AUTOMOBILES, CARRIAGES, WAGONS, TRUCKS and CARTS.

Mechanical Repairs, Painting, Trim-ning, Upholstering and Wood Work, Blacksmithing in all its branche

507 to 515 North Main St.

SPRING TOYS Wagons : Aeroplanes Kites Doll Carriages Baseballs Wheelbarrows Bats Garden Sets Gloves

Tops Witte Tennis Balls Marbles MRS. E'DWIN FAY Franklin Square.

JUST ARRIVED Purity Oats, VF Reliable Flour, White: Rose Squash,

Checker Peaches People's Market

6 Franklin Street JUSTIN HOLDEN. Proprietor

Reform Badly Needed. Hereafter New York will insist that a woman shall at least have been introduced to a man whom she sues for blighting her affections.--Washington Star.

Cinly One Guess.

World.

Somebody wants Bryan to run for he Senate. Guess who? —New York

Boston has an electric patrol wagon. Out nearly 3000 loaves of bread a day.



A lesson of the European War

Once more, among countless times, has the great food value of chocolate and cocoa been demonstrated, both serving as a part of the rations of the troops in ACTIVE SERVICE.

BAKER'S SWEET CHOCOLATE

has always had this guarantee

"The ingredients of this Chocolate are guaranteed to be pure cocoas of superior blend and sugar."

Walter Baker & Co. Ltd.

The genuine has this trade-mark on the package, and is made only by

Established 1780

DORCHESTER, MASS.